

**To:** Dew, Judy[Dew.Judy@epa.gov]; Shirey, John[Shirey.John@epa.gov]; Buch, Peter[Buch.Peter@epa.gov]  
**Cc:** Fagan, Susan[Fagan.Susan@epa.gov]; Bramer, Annmarie[Bramer.Annmarie@epa.gov]  
**From:** Shahan, Alison  
**Sent:** Thur 2/16/2017 7:59:10 PM  
**Subject:** Snapshot best bets

Lets say once the collection is re-built and at that time the Climate Change homepage is at the top of results for the query "climate change". The snapshot collection will not be added to or changed, but it's not static either. Ranking could change based upon clicks. Is it likely the Climate Change webpage once at the top of results will be pushed beyond the fold? Not likely, but possible.

Is it better to have duplicate first results for key queries like climate change, or to possibly not have the Climate Change homepage at top of results for a climate change query? We already decided that once set, we will not maintain best bets on snapshot.

Judy already sent over a list of top queries. I suggest we implement all those best bets, not worry about what the top result is and risk having duplicate results at the top.

Also, regarding the external to snapshot best bets Judy suggested, could we add links to those resources to the snapshot help page?

<https://19january2017snapshot.epa.gov/snapshot-help.html>

These would include:

Science Inventory -<https://cfpub.epa.gov/si>

Echo - <https://echo.epa.gov>

Enforcement civil cases and settlements - <https://cfpub.epa.gov/enforcement/cases/>

Alison Shahan | Senior Consultant

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**Ex. 6 - Personal Privacy**

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